



## **MEDIA RELEASE**

**Tuesday, 6<sup>th</sup> January 2009**

### **“NQ Where are you?”**

The North Queensland region is still listed outside of the top 50 in RACQ's 150 Must-Do's in Queensland competition.

In celebration of Queensland's 150<sup>th</sup> Birthday, RACQ is encouraging Queenslanders to choose their top 150 Queensland experiences by voting online at [www.150mustdos.com.au](http://www.150mustdos.com.au).

Townsville Enterprise Destination Marketing and Development General Manager Brent Randall urged parochial locals and their friends and relatives to get behind the region's products and vote daily.

“Our region boasts some of the world's most amazing natural and built products and I encourage North Queenslanders to get online and support the region with your three free daily votes.”

“It's a numbers game. The more votes a listed experience receives the higher the ranking it has within the list”.

“As of the 5<sup>th</sup> January 2009, the highest ranking North Queensland experience was listed at number 51. We'd really like to see our region's experiences listed within the top 10”.

“The top 10 identified experiences from the RACQ list will be showcased in a 30 minute television special – so it's worth our while supporting our region's identified experiences”.

“Townsville Enterprise has provided a direct link to the region's listed experiences from the Townsville Enterprise homepage – [www.townsvilleonline.com.au](http://www.townsvilleonline.com.au)”.

“We are pleased to have nine Townsville region products identified within the list of 150, including Reef HQ Aquarium, Dive the SS Yongala, Ghosts of Gold

Heritage Trail – Charters Towers, Mini Moke around Magnetic Island and the Great Tropical Drive, just to name a few”.

“There are a number of attractions from within the region that are not recognised by this campaign – and voters have the opportunity to nominate a 151<sup>st</sup> experience”.

“Lets make our region a number one Must-Do’s when holidaying in the state”.

The competition closes on the 31<sup>st</sup> of January 2009 and voters have the chance to win weekly prize draws and enter into the major prize draw to win a Subaru Forester X, valued at \$35,509 (including on road costs).

**ENDS**

**For more information contact Brent Randall on (07) 4726 2759**